


# **The Apparel Times**

***Mr. Pankaj Poddar's interview on  
Fabritizer  
Magazine Coverage  
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S. No.	Headline	Snapshot	Publication	Edition	Page
1	<p>Fabritizer forms a protective layer on the garments and provides 99.9% protection against viruses and bacteria</p>	<div data-bbox="707 350 1093 841" style="border: 1px solid black; padding: 5px;"> <p><b>Fabritizer forms a protective layer on the garments and provides 99.9% protection against viruses and bacteria</b></p>  <p>days even after ironing. Our product Fabritizer is also effective against human coronavirus and is a must-use product for every household, hotel, laundries and hospital.</p> <p><b>3. What solutions can Cosmo Films Ltd bring with Anti-Viral and Anti-Bacterial Garment Wash Liquid for the textile and garment industries?</b></p> <p>We have launched Cosmo tex AVB, an antibacterial, antiviral solution that provides a protective layer on the fabric and stays on the garments up to 50 washes. This enables the garment manufacturers to provide anti-bacterial and anti-viral garments to end consumers. It even gives protection against human coronavirus. The product is safe for our environment as well as the skin of human beings.</p> <p><b>4. How is Fabritizer applied after garment manufacturing?</b></p> <p>We are promoting Cosmotex AVB with garment manufacturers where we guarantee 99.9% efficacy up to 50 washes. The product can be used during the last wash cycle and therefore, will allow the garment manufacturers to provide antiviral and antibacterial garments to the end consumers.</p> <p>For the end consumers, Fabritizer can be used as under:-</p> <p><b>Machine Wash</b> Fully Automatic: Add 1 cup (40ml) to the 'softener compartment'. Semi-Automatic: Add 1 cup (40ml) at the last rinse.</p> <p><b>Bucket Wash</b> After washing, use 1 cup (40ml) for 8-10 clothes and soak for 10 minutes.</p> <p><b>5. How do you collaborate with garment manufacturers, laundry owners, and consumers in the market for Fabritizer?</b></p> <p>We are meeting all garment manufacturers and showcasing to them the efficacy of Cosmo tex AVB. This is getting an encouraging response from them and they are in the process of doing detailed testing and launching their products for the end consumers.</p> <p>As regards Fabritizer for laundry owners and the public at large, we are adopting the typical P&amp;G route where we are in the process of placing our product at various departmental and modern trade stores across the large cities in the country as well as on e-commerce.</p> </div> <p>Mr. Pratik Purohit, CEO, Cosmo Films Ltd, and Director, Cosmo Speciality Chemicals.</p> <p><b>1. What's the role of Cosmo Films in supplying chemicals to the Indian textile and garment industry?</b></p> <p>Cosmo speciality Chemicals, a 100% subsidiary of Cosmo Films has developed almost 20 products through innovations based on sustainable science for textile processors to be used during pre-treatment, dyeing &amp; finishing applications which also help them save power &amp; water.</p> <p><b>2. How do you see an antiviral and anti-bacterial concept in the Indian as well as the international market?</b></p> <p>It's the need of the hour. Safety is a major concern in these pressing times, and we have seen a growth of hygiene concerns across the world in the past few years, more so in the last 18 months. Fabritizer forms a protective layer on the garments and provides 99.9% protection against viruses and bacteria for a period of 7</p>	The Apparel Times Magazine	August 2021	31